

WHAT IS CLAIMED IS:

1. A method for responding to a broadcast, the method comprising:
 - extracting an event identifier from a broadcast signal;
 - detecting a response by a user to the broadcast signal;
 - polling a communications device to determine a user identifier;
 - communicating the event identifier and the user identifier when the user response is detected.
2. The method of Claim 1, wherein the user response corresponds to the user tuning into a broadcast frequency.
3. The method of Claim 1, further comprising communicating a time corresponding to a time of broadcast.
4. The method of Claim 1, further comprising communicating a time corresponding to a time of user response.
5. The method of Claim 1, wherein the user identifier corresponds to a network address.
6. The method of Claim 1, wherein the user identifier corresponds to a telephone number.
7. The method of Claim 1, wherein the user identifier corresponds to a credit card.
8. The method of Claim 1, wherein the user identifier corresponds to a vehicle identification number.
9. The method of Claim 1, wherein the communications device is wireless.
10. The method of Claim 1, wherein the polling occurs over a wireless network.
11. The method of Claim 1, further comprising using the communicated event identifier to identify an event in a database.
12. A method for broadcasting data, the method comprising:
 - receiving content information;
 - comparing the content information with entries in a database to determine a broadcast data packet; and
 - broadcasting the data packet over a subcarrier channel.

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13. The method of Claim 11, wherein the content information indicates a title of a first song being broadcast over a main broadcast channel, and the broadcast data packet identifies a second song selected from the same music genre.

14. The method of Claim 11, wherein the content information has a first set of field types, the database has a second set of field types, and the first set of field types and second set of field types have at least one field type in common.

15. The method of Claim 13, wherein the first set of field types is a subset of the second set of field types.

16. The method of Claim 13, wherein the comparing comprises comparing a first data element from the content information having the first field type with a second data element from a first entry in the database having the first field type.

17. The method of Claim 16, wherein the broadcast data packet corresponds to the first entry in the database.

18. The method of Claim 16, wherein the broadcast data packet corresponds to a second entry in the database, wherein none of the elements of the second entry match any of the elements of the content information, but at least one element of the second entry matches at least one element of the first entry, and at least one element of the content information matches at least one element of the first entry.

19. The method of Claim 16, wherein a plurality of entries in the database match with the content information, and the broadcast data packet is selected randomly from the plurality of matches.

20. The method of Claim 11, wherein the broadcast data packet is broadcast a plurality of times.

21. The method of Claim 11, wherein the broadcast data packet is broadcast prior to a corresponding broadcast event on a main broadcast channel.

22. The method of Claim 11, wherein the broadcast data packet comprises a reference to a download location.

23. The method of Claim 11, wherein the broadcast data packet indicates that a selection from a plurality of possible responses is requested.

24. The method of Claim 11, further comprising transmitting a user response derived from the broadcast data packet.

25. The method of Claim 24, wherein the user response comprises an identifier extracted from the broadcast data packet.

26. The method of Claim 24, wherein the user response comprises modification of an identifier extracted from the broadcast data packet.

27. The method of Claim 11, wherein the broadcast data packet comprises a component of a destination location for a user response.

28. The method of Claim 27, wherein the component is an IP number.

29. The method of Claim 27, wherein the component is a file structure location.

30. The method of Claim 27, wherein the component is compressed.

31. The method of Claim 11, wherein the broadcast data packet comprises a type indicator and a broadcast event identifier.

32. The method of Claim 31, wherein the type indicator indicates at least a portion of a destination for the user response.

33. The method of Claim 31, wherein the type indicator indicates an event having a plurality of possible responses.

34. A method for tracking user response to a broadcast, the method comprising:

 broadcasting at least one event identifier over a subcarrier channel;

 receiving at least one data packet from a broadcast receiver in response to the at least one broadcast event identifier; and

 providing a summary of the received at least one data packet.

35. The method of Claim 34, wherein the at least one data packet was received without user initiation.

36. The method of Claim 34, wherein the at least one data packet is tracked according to user, and a user is rewarded for the receipt of the at least one data packet.

37. The method of Claim 34, wherein the at least one data packet was forwarded by a first user to a second user, and the first user is rewarded for the receipt of the at least one data packet.

38. A method broadcasting information, comprising:

extracting information from a playlist;
formatting the information for transmission; and
communicating the formatted information to a presentation mechanism.

39. The method of Claim 38, wherein the presentation mechanism is a website.

40. The method of Claim 38, wherein the presentation mechanism is a kiosk.

41. The method of Claim 38, wherein the presentation mechanism is a wireless phone

42. The method of Claim 38, wherein the presentation mechanism is a personal computing device.

43. The method of Claim 38, wherein the presentation mechanism is a personal digital assistant.